

History 350R, Spring 2011  
Unique # 39730  
Location: PAR 103  
sclarke@austin.utexas.edu

Professor Clarke  
Office: Garrison 3.114  
Office Hours: Monday 10-12  
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### Innovation in the US Economy

Week Date Assignment

1 1/24 Introduction

2 1/31 Joseph Schumpeter & Entrepreneurship  
Joseph Schumpeter, *Capitalism, Socialism, and Democracy*, chapter 5, pp. 63-71; chapter 7, pp. 81-86; and part of chapter 12, pp. 131-134. Available on Blackboard. Joseph Schumpeter, "The Creative Response in Economic History," *Journal of Economic History* 7 (1947): 49-59 available electronically: use JSTOR – see instructions under item 13. Thomas K. McCraw, *Prophet of Innovation*, selected pages, available on Blackboard. Richard Nelson and Gavin Wright, "The Rise and Fall of American Technological Leadership," *Journal of Economic Literature* 30 (Dec. 1992): 1931-64, available on JSTOR – see instructions under item 13.

3 2/7 Inventors  
Thomas P. Hughes, *American Genesis*, pages 71-95, available on Blackboard. Andre Millard, *Edison and the Business of Innovation*, chapters 1-5, pp. 1-110 and chapter 7, pp. 136-159.

\*\* All students must write a paper for week 3. \*\*

4 2/14 Mass Production  
David Hounshell, *From the American System to Mass Production*, chapters 6 and 7, pp. 217-301.  
Stuart W. Leslie, *Boss Kettering: Wizard of General Motors*, chapter 8, available on Blackboard.

\*\* All students must submit a revised paper for week 4. \*\*

5 2/21 Innovation in Advertising and Consumer products  
Nancy Koehn, *Brand New* (Heinz), chapter 3, pp. 43-90.  
Thomas Frank, *Conquest of Cool*, chapters 3-6, pp. 52-130.

\*\* You must complete two papers by week 5. \*\*

- 6     2/28   Industrial Research and Networks  
           Catherine L. Fisk, *Working Knowledge: Employee Innovation and the Rise of Corporate Intellectual Property, 1800-1930*, selected pages, available on Blackboard; Louis Galambos, *Networks of Innovation*, chapters 4-7, pp. 53-179, and Chapter 10, pp. 241-251.
- 7     3/7     Computers  
           Nancy Koehn, *Brand New* (Michael Dell), chapter 7, pp. 257-305.  
           Martin Kenney, ed., *Understanding Silicon Valley*, chapters 3-5, pp. 48-123.
- \*\* You must complete three papers by week 7. \*\*
- 8     3/14   Spring Break
- 9     3/21   Innovation and Public Policy  
           Thomas McCraw, *Prophets of Regulation*, chapter 5, pp. 153-209, and chapter 7, pp. 222-299.
- 3/23   “Taken for a Ride” – 4:00-5:00 pm Jester A303A
- 10    3/28   A wave of destruction  
           Paul Ingrassia, *Crash Course: The American Automobile’s Road from Glory to Disaster*, chapters 4-7, 10-12.  
           Cliff Slater, “General Motors and the Demise of Streetcars,” *Transportation Quarterly* 51 (Summer 1997): 45-66. Available online: google Cliff Slater and the title of the article.  
           Documentary “Taken for a Ride” watch before class for discussion in class.
- \*\* You must turn in four papers by week 10. \*\*
- 11    4/4     Environment  
           Michael Pollan, *Omnivore’s Dilemma*, pp. 15-119 and 123-184;  
           Sally Clarke, Naomi Lamoreaux, and Steven Usselman, “Introduction” to *The Challenge of Remaining Innovative*, pp. 1-35, available on Blackboard.
- \*\* You must turn in all rewritten papers by week 11. \*\*
- 12    4/11   Library Tour/Research topics: \*\* Meet at 3 pm in PCL 1.339 for the library tour. \*\*
- 13    4/18   Research; individual appointments
- 14    4/25   Research; individual appointments
- 15    5/2     Research papers due in class at the start of class.

## Course requirements

1) Goals: The primary objective is to offer an introduction to the scholarship about innovation in the US economy. Students will read about innovation in terms of different topics, such as inventors, mass production, computers, and the environment. But students will also consider different models or frameworks for thinking about innovation, including entrepreneurship, networks of innovation, intermediaries, and the government as a promoter of innovation.

2) As a seminar, this course depends on your efforts to read the assignments carefully. For each week, please complete all assigned pages by the start of class.

3) Grades: You are required to write four short (three- to four-page) essays. Each essay counts for 10 percent of your final grade, or a total of 40% of your final grade. A research paper counts for 25 percent of your final grade. Class participation counts for 35% of your final grade. You are required to attend class and take part in discussions. Final grades will include pluses and minuses.

4) Short Papers: All students must write four short essays plus a research paper. The four short essays should be three or four pages in length (double spaced). Papers are due for the particular week in which we discuss the assignment. The papers are due at the start of class. Please note the deadlines. All students must write a paper for February 7 and revise the paper for February 14. Students must complete a second paper by week 5, February 21. They must complete a third paper by week 7, March 7. They must complete a fourth essay by week 10, March 28.

Your papers should be well written and well organized. The essays should provide a succinct statement of the author's intentions or thesis or main argument. Then the essay should comment on or criticize the author's study. Criticism can take many different forms. A student can criticize the author's argument (disagree with the author); find fault with the author's use of sources; reflect on new insights or unintended consequences that follow from the author's analysis. A student may also reflect on the book's title or evaluate a key concept, such as entrepreneurs, that the author uses in framing his or her study. As we read more books, you may also write essays comparing a current author's work with a previous reading assignment. For example, you may consider how two authors use the word "innovation." It is important to keep in mind that I am not looking for a summary of the book. Any summary should be kept to a few sentences. I am interested in your critical view of the assigned material.

You should title your paper. It is okay to print double-sided. Please staple the pages. Margins should be one-inch. Please use 12-point font. The paper should be double-spaced. Failure to follow these guidelines (such as having margins smaller than an inch or a font smaller than 12 point) will result in grade penalties.

Students sometimes write a paper about the short assignments. This is okay, but I would like most of your essays to focus on the longer assignments from the individual books.

You are not permitted to conduct personal interviews for your papers.

You are not permitted to turn in papers as email attachments.

Papers are due at the start of class for the week that the readings are assigned.

5) Rewrites: Students may rewrite one of their short papers. The rewritten paper is due by April 4 in class. You may turn in a rewritten essay well in advance of this deadline and I encourage you to rewrite a paper soon after the first version is returned to you. If a student rewrites a paper, then the grade for the revised essay will replace the original grade. Please note: students are not permitted to delay writing a paper and turn it in as a rewritten essay.

6) Research papers: All students are required to write a research paper. The paper should be 12 to 15 pages in length, with 1 inch margins and 12-point font. Failure to follow these guidelines (such as having margins less than an inch or a font smaller than 12-point) will result in grade penalties. Students are free to select a topic of their choosing subject to my approval. As one requirement, students must cite at least one book or article assigned earlier in the course. As a second requirement, students must contact the history librarian or the business librarian about possible sources for their papers. The history librarian is Paul Rascoe: [prascoe@mail.utexas.edu](mailto:prascoe@mail.utexas.edu) or 495-4262; the business librarian is April Kessler: [akessler@austin.utexas.edu](mailto:akessler@austin.utexas.edu) or 495 4271. Students are not permitted to conduct personal interviews for their papers. Students are not permitted to submit papers as email attachments.

Papers are due May 2 at the start of class. Late papers will be penalized half a letter grade for each day that the paper is late.

7) Copies of books will be placed on PCL Reserves. Articles and chapters may be available on Blackboard. If you are unfamiliar with Blackboard, contact the IT Helpdesk at 475 9400.

8) Class participation: Students are required to attend class and to participate in discussions. Class discussion counts for 35 percent of each student's final grade. Please note: Failure to attend class will result in a grade of 0 (F) for that particular week. I am serious about this penalty. Missing class can quickly lower your class participation grade and your final grade.

To encourage class participation, I require that all students email me by 2 pm on the day of class with one or two questions about the assigned readings for each week of the semester. My email address is [sclarke@austin.utexas.edu](mailto:sclarke@austin.utexas.edu). We will address some or all of the questions during our class discussions. In addition, you may also highlight a particular passage in a book that caught your attention.

Students often ask how class discussion grades are assigned. Simply coming to class is not sufficient to earn a high mark. Part of the grade will be based on the questions you submit. A critical part of the grade is your active participation in terms of thoughtful comments that probe the assigned readings. (I am not looking for random comments about

current issues, but rather comments that focus on the assigned readings. Those comments may reflect on current events but they must demonstrate a careful understanding of the readings.)

9) Students are responsible for all material covered in class, including any changes made to the syllabus during class.

10) To pass the course, students must complete all four short essays plus the research paper.

11) Required books will be available on PCL reserves, as noted, and also at the University Coop. In case you want to buy your books through a different vendor, here are the titles and related information.

Andre Millard, *Edison and the Business of Innovation*. Baltimore: Johns Hopkins University Press, 1990.

David Hounshell, *From the American System to Mass Production*. Baltimore: Johns Hopkins University Press, 1984.

Nancy Koehn, *Brand New*. Boston: Harvard Business School Press, 2001.

Thomas Frank, *Conquest of Cool*. Chicago: University of Chicago Press, 1997.

Louis Galambos, *Networks of Innovation*. New York: Cambridge University Press, 1995.

Martin Kenney, ed., *Understanding Silicon Valley*. Palo Alto, CA: Stanford University Press, 2000.

Paul Ingrassia, *Crash Course*. New York: Random House, 2010.

Michael Pollan. *Omnivore's Dilemma*. New York: Penguin, 2006.

Thomas McCraw, *Prophets of Regulation*. Cambridge, MA: Harvard University Press, 1984.

12) Please turn off all electronic devices in class, including cell phones and laptops. I don't mean set your cell phone to vibrate. It is important to turn the cell phones off so that there isn't that distraction. We will take a break about half way through the class so you can check your cell phones then. Also, please do not leave class and return during the middle of discussions.

13) Accessing JSTOR for assigned articles. Go to the main library's homepage, [www.lib.utexas.edu](http://www.lib.utexas.edu). Under Research Tools, select "Find Articles Using Databases." Look at the alphabetical listing and under "J" select JSTOR. Click Advanced Search. In the blank box, type the author's name and next to this box change the text that reads "full text" to "author." In the blank box, type: Schumpeter. Next to the blank box, change "full-text" to "author." Under "Limit to:" click article; under dates, type from: 1947 and to: 1947. Under Publication Title, type: Journal of Economic History. Then click the search button. The article will appear entitled "The Creative Response in Economic History." You can view it as a pdf file. At the top of the page on the left side is the print icon.

To locate the article by Nelson and Wright, go to JSTOR and repeat the advanced search. In the first blank box, type Nelson for author. In the second blank box type: technological leadership. Select article and for dates type 1992 to 1992. For publication title, type: Journal of Economic Literature. Click search. The article will appear and you can view it as a PDF file; you will need to click on the link "proceed to pdf".

14) Students with disabilities may need special accommodations. Please see me early in the semester if you require accommodations. You may also contact the Division of Diversity and Community engagement, Services for Students with Disabilities, 471-6259, or at <http://www.utexas.edu/diversity/ddce/ssd/>.

15) No prior courses in History or other subjects are required for this course.

16) The Undergraduate Writing Center, located in FAC, is open to students. You are encouraged to have the staff at this center review drafts of your papers. You may also ask me to review an outline or a draft.

17) The UT policy regarding religious holidays permits students to be absent from class on holy days. Should you be absent because of a religious holy day and should this day fall on a date that a paper is due, please notify me 14 days in advance of your absence. You then will be allowed to turn in the assignment at another time.

18) Late papers will be penalized half a letter grade for each day that they are late. Simply forgetting to turn in a paper is not a viable excuse.